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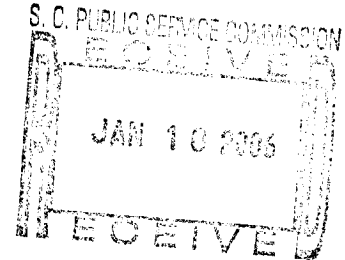
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January 9, 2006

VIA ELECTRONIC MAIL SERVICE AND FIRST-CLASS MAIL

The Honorable Charles L.A. Terreni
Chief Clerk
South Carolina Public Service Commission
Post Office Drawer 11649
Columbia, South Carolina 29211



RE: Application of AmeriVon, LLC for a Certificate of Public Convenience
and Necessity to Provide Resold Interexchange Telecommunications
Services and for Approval of its Initial Tariff
Docket No. 2005-351-C, Our File No. 1086-10329

Dear Mr. Terreni:

Enclosed is the original and twenty-five (25) copies of the **Testimony of Robert B. Segal** filed on behalf of AmeriVon, LLC in the above-referenced docket.

JJP Please acknowledge your receipt of this document by file-stamping the copy of the letter enclosed, and returning it in the enclosed envelope.

If you have any questions or need additional information, please do not hesitate to contact me.

Very truly yours,

John J. Pringle, Jr.

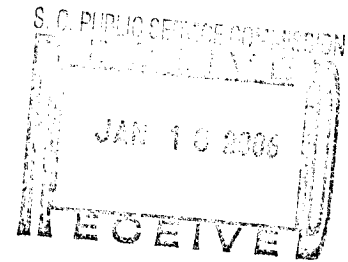
John J. Pringle, Jr.

JJP/cr

cc: Florence Belser, Esquire
Mr. Robert B. Segal
Jonathan S. Marshlian, Esquire

Enclosures

BEFORE
THE PUBLIC SERVICE COMMISSION OF
SOUTH CAROLINA
DOCKET NO. 2005-351-C



IN RE:)
)
Application of AmeriVon LLC for a)
Certificate of Public Convenience and)
Necessity to Transact Business of a)
Reseller of Interexchange)
Telecommunications Services and for)
Approval of Its Initial Tariff)

TESTIMONY OF ROBERT B. SEGAL

1 **Q. Will you please state your name and business address.**

2 A. My name is Robert B. Segal. My business address is 27 Skymeadow Road, Suffern, New
3 York 10901.

4 **Q. By whom are you employed and in what capacity?**

5 A. I am the CEO and President of AmeriVon LLC ("AmeriVon").

6 **Q. Is the address of the company the same as that which you have just supplied?**

7 A. No. AmeriVon's corporate address is 800 Southwood Boulevard, Suite 212, Incline
8 Village, Nevada 89451.

9 **Q. Please describe your duties for the company.**

10 A. As CEO & President, I am in charge of coordinating all technical, administrative,
11 financial and regulatory issues relating to new and/or existing services of AmeriVon.

12

1 **Q. Please give a brief description of your background and experience.**

2 A. Prior to joining AmeriVon LLC as President and CEO, I founded Segal & Co.
3 Incorporated, a merchant and investment banking firm whose purpose is to invest in and
4 assist companies with their strategic development, growth and financing. Recently, Segal
5 & Co. provided start-up capital and strategic and financial planning to Oceanic Digital
6 Communications, a mobile wireless telecommunications operator in the Caribbean and
7 Latin America, where I served as Chairman and CEO. Segal & Co. has provided
8 financial advisory services (such as arranging private equity and debt financing) for a
9 variety of companies, including CLECs, wireless communications, teleservices,
10 entertainment, and paging companies. Segal & Co. has also invested in private equity
11 positions in selected situations.

12 From 1975 to 1989, I provided investment banking services at Smith Barney &
13 Co., rising to a Managing Director and head of Smith Barney's Mid-Atlantic region. In
14 1989, I committed my full attention to developing Segal & Co. to provide investment
15 banking services to high growth companies in return for fees paid in cash and the
16 opportunity to invest in private equity securities of clients. Since 1989, I have operated
17 Segal & Co. on a stand-alone basis and through a series of joint ventures with C.J.
18 Lawrence, Morgan Grenfell Incorporated, Charterhouse Inc. and Lepercq, de Neufelize
19 Incorporated.

20 Between 1995 and 1997, I served as head of the Corporate Finance Group of
21 Lepercq, de Neufelize, an investment banking firm. From 1992 through 1995, I was the
22 senior investment banker at Charterhouse Inc. From 1989 through 1991, I was Managing

1 Director of C.J. Lawrence, Morgan Grenfell.

2 At Smith Barney, I led investment banking deal terms to buy and sell divisions of
3 large companies as private equity leveraged buy-out transactions on behalf of clients. My
4 investment banking experience extends over three decades and includes numerous
5 transactions ranging from cross-border mergers and acquisitions and financing, to
6 leveraged buyouts and public and private debt and equity financings, project finance,
7 derivatives, initial public offerings and tax-exempt bonds. My industry expertise ranges
8 from telecommunications to building materials, chemicals, environment, leisure, natural
9 resources and technology to food and paper and forest products. I am a graduate of the
10 Harvard Business School and the University of Manitoba.

11 **Q. What is the purpose of your testimony?**

12 A. The purpose of my testimony is to present evidence describing the technical, managerial
13 and financial fitness of AmeriVon to provide resold interexchange telecommunications
14 services in South Carolina. This testimony will also describe the services proposed by
15 AmeriVon and the proposed tariff structure. Finally, the purpose of my testimony is to
16 show that the public interest will be served by approval of the application of AmeriVon
17 for a certificate of public convenience and necessity.

18 **Q. Would you like to incorporate by reference any documents into your testimony?**

19 A. Yes. I would like to incorporate by reference the Company's application and exhibits
20 previously filed with this Commission.

21 **Q. Has AmeriVon registered to do business in South Carolina?**

22 A. Yes. AmeriVon LLC received foreign corporation authority on October 6, 2005.

1 **Q. Please explain the Company's corporate and ownership structure.**

2 A. AmeriVon LLC is a privately-held liability company organized and existing under the
3 laws of the State of Nevada, organized on June 4, 2003. I own 20% of AmeriVon and the
4 remaining 80% is owned by AmeriVon Holdings LLC. In turn, AmeriVon Holdings LLC
5 is 31% owned by Robert Anderson and 15% owned by TMG LLC. All remaining owners
6 of AmeriVon Holdings LLC own less than 10% of the company.

7 **Q. Please describe the services AmeriVon proposes to offer.**

8 A. AmeriVon intends to offer resold long distance telephone services, primarily 1+ equal
9 access calling and travel cards, to residential customers throughout the State of South
10 Carolina.

11 **Q. Which carrier or carriers serve as your underlying carrier?**

12 A. AmeriVon resells the interexchange services of Mercury Telecom, Inc. and is in
13 negotiations with StarVox Communications, Inc.

14 **Q. Do any other carriers provide AmeriVon with service?**

15 A. Not at this time. AmeriVon will employ the services of only those carriers properly
16 certified or authorized by this Commission.

17 **Q. How will AmeriVon bill for its services?**

18 A. AmeriVon bills its customers directly, primarily through electronic billing conducted over
19 the Internet.

20 **Q. How are trouble reports, billing errors and complaints handled?**

21 A. AmeriVon utilizes a nationwide toll-free number 1-888-473-0162 for customer service.
22 Customers may call that number Monday through Friday, 8 AM to 5 PM Eastern

Standard Time.

Q. Describe the proposed AmeriVon South Carolina tariff.

A. AmeriVon has included a proposed interexchange tariff which contains the rules, regulations and rates for AmeriVon's interexchange services as **Exhibit E** to the Company's application.

Q. Is AmeriVon currently certified to provide intrastate resale services of the type described herein in any other states?

A. AmeriVon has received authority to provide telecommunications services in the following states: Arkansas, the District of Columbia, Florida, Georgia, Idaho, Indiana, Iowa, Kentucky, Minnesota, Michigan, Mississippi, Missouri, Montana, New Hampshire, New Jersey, Rhode Island, Texas, Utah, Virginia, Vermont, Washington, Wisconsin and Wyoming. AmeriVon has applications seeking intrastate long distance authority pending in Alabama, Arizona, California, Delaware, Illinois, Kansas, Louisiana, Maine, Massachusetts, Nebraska, New York, North Carolina, Ohio, Oklahoma, Oregon, South Dakota, Tennessee and West Virginia. AmeriVon has not been denied certification in any state. AmeriVon believes its telecommunications offerings will be beneficial to residential customers all across the nation, and desires to obtain state certification in all states in order that its intrastate service offerings comply with all state regulatory requirements.

Q. Describe AmeriVon's financial ability to operate as a telecommunications reseller.

A. AmeriVon has submitted its latest financial statements to show it has the financial resources to operate successfully as a telecommunications reseller to consumers in South

1 Carolina as **Exhibit D** to its Application. As set forth therein, AmeriVon has sufficient
2 revenue and cash resources to support expansion of its operations.

3 **Q. Do you believe AmeriVon is capable of delivering its proposed services in South**
4 **Carolina?**

5 A. Yes, in addition to having sufficient financial resources, AmeriVon has a team of
6 competent and experienced managers. Brief professional biographies were included as
7 **Exhibit C** to the Company's application. Through its close relationships to its underlying
8 carriers, AmeriVon also has access to the technical personnel necessary to provide
9 successful and continuous telecommunications services in South Carolina.

10 **Q. Where in South Carolina does AmeriVon intend to offer its services and how will**
11 **those services be offered?**

12 A. Services will be offered to residential customers statewide.

13 **Q. Will AmeriVon provide intraLATA services?**

14 A. Yes.

15 **Q. Does AmeriVon offer prepaid debit card services?**

16 A. No. However, AmeriVon is aware of the Commission's \$5,000 bond or certificate of
17 deposit requirement associated with the offer and sale of prepaid debit cards.

18 **Q. Does AmeriVon provide conventional or alternative operator services?**

19 A. No it does not.

20 **Q. Is the Company seeking exemptions from any of South Carolina's regulatory**
21 **requirements?**

22 A. AmeriVon requests that the Commission, pursuant to 26 S.C. Reg. 103-610, allow

1 AmeriVon to keep all records required by the Commission's rules and regulations outside
2 the State of South Carolina. Since the Company's corporate office is in Nevada,
3 maintaining its books and records in South Carolina would be unduly burdensome.
4 AmeriVon will have a registered agent in South Carolina and will bear any costs
5 associated with inspection of its books and records by the Commission or the South
6 Carolina Office of Regulatory Staff ("ORS").

7 **Q. Will the Company comply with all applicable statutory and regulatory requirements**
8 **of the State of South Carolina and this Commission?**

9 A: Yes.

10 **Q. Will the Company file all applicable reports as required by the Commission?**

11 A: Yes. The Company is aware of the Commission's requirements that all
12 telecommunications carriers file a report on South Carolina operations, a gross receipts
13 report, and a universal service contribution report on an annual basis.

14 **Q. How will South Carolina consumers benefit from AmeriVon's services?**

15 A. AmeriVon's proposed service will provide alternative services of the highest quality, will
16 provide increased consumer choice in billing options, and will offer increased
17 diversification and increased reliability of communications services. Our service
18 offerings will enhance competition for telecommunications services in this state because
19 the addition of another supplier of telephone service will increase competition in terms of
20 price and quality of service for the business of telephone service consumers.

1 **Q. Does AmeriVon currently offer intrastate telecommunications services in South Carolina?**

2 **A:** No. AmeriVon will neither market nor offer intrastate calls until certified.

3 **Q. Does this conclude your testimony?**

4 **A.** Yes it does.